

In the Claims:

1. (Currently Amended) A system for providing transaction parameters for a customer's purchase of an item or service in association with a remote communication unit comprising:
- wireless communication electronics adapted to receive signals including indicia from the remote communication unit ~~units~~;
 - a transaction interface for carryout transactions;
 - a control system and memory associated with said communication electronics and said transaction interface;
 - said control system adapted to receive the indicia from a remote communication unit and control a transaction at the transaction interface involving the remote communication unit according to a predefined parameter defining a transaction guideline or limitation associated with a remote communication unit indicating whether the customer can purchase an item or service presented for purchase; and
 - said control system will ^{prevent} ~~not further carryout~~ the transaction if the transaction does not conform to the transaction guideline or limitation.
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2. (Previously Presented) The system of claim 1 wherein the indicia is identification indicia and said predefined parameter defining a transaction guideline or limitation is stored in said memory in association with the identification indicia of the remote communication unit and said control system is adapted to access said predefined parameter defining a transaction guideline or limitation in said memory upon receipt of the identification indicia and control the transaction accordingly.
3. (Previously Presented) The system of claim 1 wherein the predefined parameter defining a transaction guideline or limitation is transmitted to the communication electronics from said remote communication unit and said control system is adapted to receive the predefined parameter defining a transaction guideline or limitation and control the transaction accordingly.
- 4-5. (Canceled).

6. (Previously Presented) The system of claim 1 wherein the predefined parameter defining a transaction guideline or limitation limits a transaction to a purchase amount.
7. (Previously Presented) The system of claim 1 wherein the predefined parameter defining a transaction guideline or limitation controls a transaction by preventing purchase of select product.
8. (Previously Presented) The system of claim 1 wherein the predefined parameter defining a transaction guideline or limitation controls a transaction by limiting a quantity of a select product.
9. (Original) The system of claim 1 wherein said communication electronics includes an interrogator adapted to interrogate the remote communication unit.
10. (Original) The system of claim 9 wherein the remote communication units are transponders adapted to respond to interrogation signals from said interrogator.
- 11-12. (Canceled).
13. (Original) The system of claim 1 wherein said control system is connected to a network having said memory containing the predefined parameters.
14. (Original) The system of claim 13 wherein said network is a remote network located substantially apart from said communication electronics.
15. (Original) The system of claim 13 wherein said network is a local network.
16. (Previously Presented) The system of claim 1 further comprising means for alerting a customer of a predefined parameter defining a transaction guideline or limitation associated with said control system.

17. (Previously Presented) The system of claim 16 wherein said control system is adapted to cause said means to alert the customer when a predefined parameter defining a transaction guideline or limitation is reached during a transaction.

18. (Previously Presented) The system of claim 16 wherein said control system is adapted to cause said means to alert the customer that a predefined parameter defining a transaction guideline or limitation exists.

19. (Previously Presented) The system of claim 16 wherein said control system is adapted to monitor a transaction for actions violating the predefined parameter defining a transaction guideline or limitation and cause said means to alert the customer of an action violating the predefined parameters.

20. (Previously Presented) The system of claim 1 further comprising means for alerting an operator of a predefined parameter defining a transaction guideline or limitation associated with said control system.

21. (Previously Presented) The system of claim 20 wherein said control system is adapted to cause said means to alert the operator when a predefined parameter defining a transaction guideline or limitation is reached during a transaction.

22. (Previously Presented) The system of claim 20 wherein said control system is adapted to cause said means to alert the operator that a predefined parameter defining a transaction guideline or limitation exists.

23. (Previously Presented) The system of claim 20 wherein said control system is adapted to monitor a transaction for actions violating the predefined parameter defining a transaction guideline or limitation and to cause said means to alert the operator of an action violating the predefined parameters.

24. (Previously Presented) The system of claim 1 wherein said control system is adapted to monitor a transaction for actions violating the predefined parameter defining a transaction guideline or limitation and prevent actions in the transaction violating the predefined parameters.

25. (Original) The system of claim 16 wherein said means is display.

26. (Original) The system of claim 20 wherein said means is display.

27. (Original) The system of claim 16 wherein said means is an audio system and speaker.

28. (Original) The system of claim 20 wherein said means is an audio system and speaker.

29-33. (Canceled).

34. (Currently Amended) A method for enforcing a predefined parameter defining a transaction guideline or limitation for a customer's purchase of an item or service associated with a remote communication unit comprising:

- a) receiving information from a remote communication unit in association with a transaction;
- b) obtaining the predefined parameter defining a transaction guideline or limitation for the transaction associated with the remote communication unit; and
- c) controlling the transaction according to the predefined parameter defining a the transaction guideline or limitation indicating whether the customer can purchase an item or service presented for purchase; and
- d) not further carrying out the transaction if the transaction does not conform to the transaction guideline or limitation.

35. (Previously Presented) The method of claim 34 wherein the receiving step includes receiving identification indicia from the remote communication unit and the obtaining step includes accessing the predefined parameter defining a transaction guideline or limitation in a

database using the identification indicia, the database being located apart from the remote communication unit.

36. (Previously Presented) The method of claim 34 wherein the receiving step includes receiving the predefined parameter defining a transaction guideline or limitation from the remote communication unit.

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37. (New) The system of claim 1 wherein said control system is further adapted to receive account information from said remote communication unit to authorize the transaction.

38. (New) The method of claim 34, further comprising
obtaining account information from the remote communication unit; and
authorizing the transaction based on the account information.
